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14 Tactics Used by the Mainstream Media to Manufacture Consent for the Oligarchy

July 8, 2014 | By [WakingTimes](#) | [3 Replies](#)



Sigmund Fraud, *Staff Writer*

Waking Times

The mainstream media is aging and collapsing under the weight of its own hubris and arrogance. Now entirely formulaic in presentation and predictable in substance, the ‘major’ outlets of news, which are monopolized under only a small handful of corporations, serve the purpose of misleading the public on important issues and manufacturing consent for government and the oligarchs.

The public is still largely numb to this reality, and in a wicked catch-22 for modern man, many people are still addicted to [the very media](#) that serves as the primary weapon of social control against them. The tide is turning, however, and to help break the spell we bring you this comprehensive list of [14 tactics used against the public by the mainstream media](#) to coerce consensus, divide, conquer, ridicule and stifle truthful or meaningful conversation about the state of our world.

1. Lying by Omission – What is not on the nightly news?

This is the most important question to ask when consuming mainstream media.

The average hour long broadcast consists of 48 minutes or less of actual news programming, minus, of course, the chit-chatting, the expensive motion graphics and the bumpers, highlights and story recaps. With a formula like this, full of pomp and grandstanding, the impression given is that if does not make it on the nightly news, the it is not of significance. The most obvious way in which the mainstream media manufactures consent for policy makers and advertisers is by omitting from the news reel those stories and perspectives which may compromise the broadcasters agenda, whatever that may be.

2. Controlling the Debate – Who is arguing, and for what cause?

News programs are businesses just like anything else, and as such news executives keep a go-to list of contacts to fulfill any necessary role in a program or segment. If the government needs credibility, they roll out an ex-president and remind you that he has ‘gravitas.’ If the military industrial complex needs a voice, then they roll out a familiar think-tanker to interject in a debate with a common-sense perspective in favor of national security. If something is too complicated for public consumption, then they open the rolodex to the ‘experts’ page and shuffle some know-it-all in front of the camera.

The media is laden with groomed pundits, so-called opinion leaders, and commentators, and each one has a definite reputation, each one resonates with a specific target audience, and each one fills a predictable role in a conversation. Program guests are very well vetted, and news is a science, a very lucrative science that excels in giving the impression of a diversity in ideas while keeping the debate sequestered in a very well constructed box. The characters in this box make all the difference.

3. Selecting the Right Anchors, Casters and Presenters –

Our lives have been pegged to the dollar, and as such, a ‘good job’ is valued above many genuine virtues. People like to keep their jobs, as do news anchors and news casters, and since news is, again, a business, the voices and faces on news programs are hired to perform a role, a job description, a task. They are not employed to pursue morally driven journalism for the benefit of society. If they perform as they are required, they advance and gain more exposure. If they rock the boat, there are a thousand other hungry job-seekers chomping at the bit to

replace them and do exactly they are hired to do. News anchoring is a job like anything else, and those at the forefront are the best at playing the role.

4. Scripting and Synchronizing News – One of the creepier and more blatant efforts to homogenize thought and manufacture consent is to script the news at high level, then distribute these scripts to many different locales and anchors to read verbatim, while they feign authenticity.

This is partially a result of the business decision to save money by employing as few actual news gatherers as possible, but is also a key part of the strategy to achieve conformity amongst people of different backgrounds and interests. The government has also been known to interject itself into the chain of command for selecting which news scripts are to be disseminated to the public. This is the most fundamental characteristic of propaganda, and is rather embarrassing to witness once you realize just how disingenuous your local news presenters are and just how easily duped most people are.



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6. Politicizing Everything – Language is the greatest weapon of social control, and with mainstream media, powerfully debilitating language is pushed into every corner of our consciousness. Conservative vs. Liberal. Democrat vs. Republican. Right-winger vs. Left-winger. Good vs. Bad. Left vs. Right. Right vs. Wrong. White vs. Black.

And so on. Ad nauseam.

The truth is that ideas and opinions are as vastly different as grains of sand on a beach, yet the media intentionally frames every issue in terms of a phoney left-right paradigm that has been constructed to pigeon hole complex ideas and interests into a cheapened thought prison. No unorthodox idea or point of view can reach critical mass because

everything is automatically framed in a ‘with us or against us’ mindset, turning people against each other for no reason other than to appeal to our desire to be on the winning team.

The mainstream media is the chief party responsible for creating the constructs of ‘left’ and ‘right,’ which have been tightly integrated into our social consciousness as a means of achieving divisiveness and disagreement among the populace. This is the chief tactic of divide and conquer, and when people are compelled on any issue to ‘pick a team’ and fight the rivalry to its bitter end, many opportunities for true progress are lost and the populace is easily goaded into a position favorable to the elite.

8. Using the Language of Separation and Labels – Sometime in the 1990’s, the [mainstream media](#) stopped referring to people as ‘people’ or even as ‘citizens’ and began calling everyone ‘consumers.’ Once again, language is important to shaping reality, and as ‘consumers’ our role in the affairs of business and state are reduced to hapless bystanders whose job it is to choose and reject, not interject and affect.

We’ve all heard the label ‘[conspiracy theorist](#),’ which is the most popular label used when an idea or story is unfavorable to the mainstream media and the interests that back them up. You are a ‘conspiracy theorist’ if you ask questions, assimilate facts in a logical manner, or pursue justice outside of the main flow of public discourse on a popular issue.

This type of language is also part of the process of politicizing everything, and by also labeling people in accordance with their country of origin, religion, skin color, economic class, or whatever else, more wedges of division are driven into the populace, deflating our inherent power in numbers.

9. Asking the Wrong Questions – Press access to ‘important’ people in our society is tightly regulated, and the powers that be don’t like to be confronted with unexpected and hard questions. For this, the mainstream media dutifully uses its access to people in high places to ask softball, trivial, nonsensical, ignorant questions about irrelevant and superfluous issues.



[Independent media](#) is winning the long race against corporate/fascist propagandized media because people are naturally inclined to resonate with common sense and truth, which is not at all what corporate mainline media is involved with. White house correspondents shouldn't waste our time and insult our intelligence by asking a war time president about his pet dog or a recent golfing trip. But they do, all the time.

11. Closing the Book Too Soon – Moving an important or complicated issue from the front page as quickly as possible is a common strategy to remove touchy subjects from the public conversation. Sadly, our national [attention span](#) is at an all time low, mostly because we've been trained to move from issue to issue with lightening speed, never soaking up any one thing for too long. With such a short term memory, it is easy to protect a politician, forget a genocide, ignore the long-term effects of a bank bailout, and so on, just by moving onto to something new.

Once the media has signaled that a story has been resolved or adequately discussed, then any after thought, individual investigation, or further inquiry is labeled as extremist and ignored.

12. Triviality and Distraction – With all of the important decisions being made daily by powerful people, decisions that genuinely affect quality of life for many people, the news outlets are steadfastly devoted to engaging in gossip, entertainment, murders and acts of violence, car accidents, disasters and other pabulum. The body politic is kept confused by celebrity happenings, endless sports contests and other such pageantry, and the media uses these many forms of distractions to fill time and brain space so that important issues are seen as a drag or as a downer, and never given proper reflection.

This is so ubiquitous in our society nowadays that there really is no escape.

13. Outright Lying – When all else fails, just lie, make it up as you go along, sell your air time to the highest bidder, and never look back. In the internet age, people are pretty keen on fact checking, rebutting, arguing, and gathering stats, and there are enough facts available to prove any side to any story. In fact, this has become an art form for major media, and the ability to gather facts in accordance with an agenda is a profitable skill for the mainstream media.

Lying has always worked, and the bigger the lie, the more likely it is to be believed.

14. Bonus – Eye Candy and Mind Melting – This one is a bonus and part of the new era of network news. Rather than employ virtuous gumshoes and hardcore reporters of truth, mainstream media instead invests in graphic artists to make each frame of the broadcast an over-designed motion collage of brain-melting info overload. Staying focused on what the anchor or guest is actually saying is impossible. By design, the news is presented in a mad shotgun blast of competing signals, and your attention is split in ten directions with tickers, bubbles, stock footage, gyrating lights and special effects.

The point here is to exhaust the mind with over-stimulation so that the brain cannot function methodically and cannot process an issue beyond the shallow surface. This is also known as hypnotism, or mind-control.

Conclusion

News is a commodity just like everything else these days, and although many still believe the point of news is to inform, it is important to accept the hard truth that the purpose of the news is really just to sell something, be it a product, an idea, a candidate, a public image, a war, or whatever. For this, the mainstream media is focused on first deciding which issues are to be discussed in the public forum, then by using a bagful of tricks to shape people's perceptions of an issue, the media divides us and pits us against each other while leading us into consent for an underlying and hidden agenda.



About the Author

Sigmund Fraud is a survivor of modern psychiatry and a dedicated mental activist. He is a staff writer for WakingTimes.com where he indulges in the possibility of a massive shift towards a more psychologically aware future for mankind.

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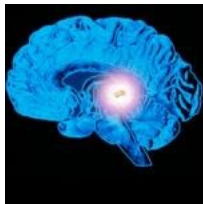
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1.



Anonymous says:

[July 9, 2014 at 12:01 am](#)

Um... 5 and 7 and 10... Where are they?
There's 4 then 6, 6 then 8, 9 then 11...

[reply](#)

2.



Danny Miles says:

[July 9, 2014 at 5:40 am](#)

The US military has a very large number of publicists, whose job it is to create new releases. (Propaganda) These go out on the news wire. They are treated like news. These are the guys who promote people like Sarah Palin and make their personal lives “news”. This is how they create political products which can then be evaluated using the same tools as when marketing breakfast cereal. These now very sophisticated tools determine precisely who is “electable” before the primary election. I suspect that Diebold can tell them exactly how every precinct in America is likely to vote with a high level of accuracy. We are after all, creatures of habit.

[reply](#)

3.



Dr Alan says:

[July 9, 2014 at 6:50 am](#)

Excellent article. I agree completely.

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David G, *Guest*

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Fear is a weapon of social control used to manipulate thoughts and actions without people even knowing it. Today it's used to control and alienate would-be practitioners of alternative spirituality. How has this happened and who stands to gain from it? By understanding how fear ... [More](#)



Tripping the Switch Fantastic

Julian Wash, Contributor

Waking Times

Dear Humans,

Today I would like to return to your awareness an aspect of the Human condition that can toggle between the worlds of internal and external experience. This “switch” enables us to compare and contrast what we hold to be true against the ... [More](#)



The Power of Intention

Brandon West, Contributor

Waking Times

What is the power of intention? Moreover, what does it mean to connect to the power of intention? In this article we will not explore what intention is exactly, because I don't believe anybody can really know that. However, we can most definitely use ... [More](#)



Protect Your Brain from the Perils of Polypharmacy

Deane Alban, *Guest*

Waking Times

Prescription drugs cause over 100,000 deaths per year and cause another 1.5 million people to experience side effects so severe they must be hospitalized.

You may be shocked to learn that according to the FDA, adverse drug reactions are now the fourth leading cause ... [More](#)



Our Progenitors, The 'Pitaram' Orbit the Moon

V. Susan Ferguson, *Contributor*

Waking Times

In Sanskrit the Pitaram, our ancient progenitors — those 'forefather' colonizing beings, who came to this planet and took part in the creation and hybridization of the human races — are described by the Seer Rishi Dîrgatamas, who composed the following verse in the ... [More](#)



[Slipping Into The Cosmos](#)

[Zen Gardner, Guest](#)

[Waking Times](#)

You might be feeling a strange sensation lately – like slipping into other realms of thought, perspective or consciousness. It can be manifest in very mundane incidents, and it can be very perceptually profound. It's not easy to identify, never mind classify.

Nevertheless, the ... [More](#)



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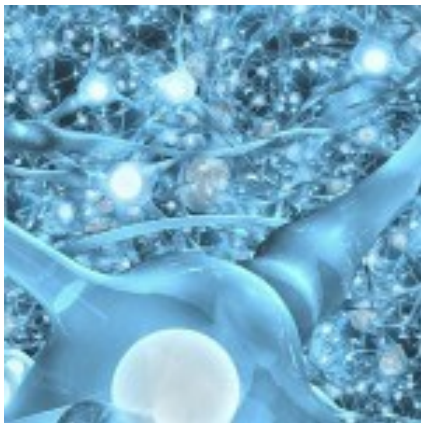


Team of Ecologists Estimate That We Could See Salt-Water Fish Extinction In Just Over 30 Years

Marco Torres, [Prevent Disease](#)
[Waking Times](#)

After analyzing several different kinds of data relating to biodiversity, researchers have stated that overfishing, pollution, and habitat loss will be responsible for a loss of most ocean species by 2048.

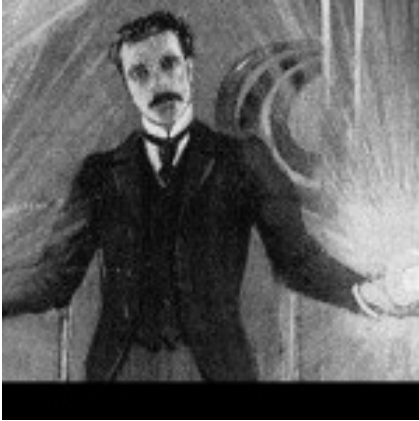
That's when the world's oceans will be empty of most fish, predicted an ... [More](#)



The Multiples Effect – Proof That Our Minds Are All Connected

Steven Bancarz, [Spirit Science Metaphysics](#)
[Waking Times](#)

This may seem like a far out idea, but is it possible that our thoughts create fields of information that go into the Global Mind we share? Is it possible our thoughts might create “thought fields” that can interact with the thought fields ... [More](#)



[Russian Physicists Seek Help to Build Nikola Tesla's 'Planetary Energy Transmitter'](#)

[Waking Times](#)

"It is a mere question of time when men will succeed in attaching their machinery to the very wheelwork of nature." – [Nikola Tesla](#)

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[The United States is a Private Corporation Not a Public Government](#)

Jamie Lee, *Contributor*

[Waking Times](#)

Dear Fellow Country Men, Women and Children,

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Offgrid Living vs. the Control Matrix

Andy Dilks, *Staff Writer*

Waking Times

Ever since the advent of the Neolithic Revolution some 10,000 years B.C., elements of mankind have increasingly strove to carve up, control and dominate the land, creating an increasingly stratified social hierarchy in which those at the top use force and coercion to dictate ... [More](#)

Activism Works



A Forgotten Community in New Orleans: Life on a Superfund Site

Julie Dermansky, *DeSmogBlog*

Waking Times

Shannon Rainey lives in a house that was built on top of a [Superfund](#) site in the Upper Ninth Ward of New Orleans.

“I bought my house when I was 25, and thirty years later, I still can’t get out,” she told DeSmogBlog.

Rainey’s ... [More](#)



Wave of GMO Labeling Victories Emboldens Movement to Take Back Food Democracy

Michele Simon, [EcoWatch](#)
Waking Times

The East Coast has been getting most of the attention lately on the state by state effort to label genetically-engineered food. [Vermont recently passed a bill](#) and [New York State's bill](#) is now moving. But let's not forget about the western states, which are also ... [More](#)



Monsanto's Roundup Found in 75% of Air and Rain Samples

John Deike, [EcoWatch](#)
Waking Times

A new [U.S. Geological Survey](#) has concluded that pesticides can be found in, well, just about anything.

[Roundup herbicide](#), Monsanto's flagship weed killer, was present in 75 percent of air and rainfall test samples, according to the study, which focused on Mississippi's highly fertile ... [More](#)



[How to Bring Minerals Back Into the Soil and Food Supply](#)

[Dr. Mercola](#)
[Waking Times](#)

There are now many studies clearly documenting that if you eat processed foods, you're being exposed to toxic herbicides. These toxic chemicals have been found in everything from breast milk to umbilical cords and placentas.

This of course means that children are now born with a ... [More](#)



[After the March Against Monsanto, Momentum Favors the People](#)

Jefferey Jaxen, *Contributor*
[Waking Times](#)

It is clear that we have just witnessed the largest single worldwide protest against a company and their products. What's also clear is the major public disgust for anything bearing the words 'Genetically Modified Organism'. Monsanto's only refuge lies in the [massively funded mouthpieces](#) of ... [More](#)

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